



EDF Fourth Wave visual identity guidelines

The following guidelines are to be used in conjunction with the main [EDF Brand Style Guide](#), to which all Fourth Wave content creation should generally conform (i.e. EDF logo usage, etc.) except where specified within.

Overview

What is the Fourth Wave of Environmental Innovation?

The Fourth Wave of Environmental Innovation empowers people to take action. When putting a story/topic through the Fourth Wave lens, all three elements must be present and explored: **Innovation, People, Action**

The Fourth Wave:

- Uses technology, data analytics and visualization, and digital collaboration to make environmental problems not only visible but actionable—scaling solutions as never before.
- Empowers everyone.
- Is forward-looking and optimistic.
- Is inclusive versus competitive.
- Is necessary—21st century problems require 21st century solutions.
- Unleashes the power of human ingenuity to make sure that humankind—and the environment we depend on—can thrive and prosper.

What isn't the Fourth Wave?

NOT just innovation or data, or technology on its own. It must empower people and drive action that benefits the environment.

NOT people doing environmental things with nothing timely and innovative spurring them on.

NOT the sole property of EDF. We must acknowledge that others are also driving environmental progress using innovation to empower people to take action.

NOT one-to-one corporate partnerships. Fourth Wave is about scale—think global supply chains and coalitions.

NOT a replacement for the first three waves; the Fourth Wave builds on them.

For the Fourth Wave full overview/messaging document and editorial guidelines, click below:

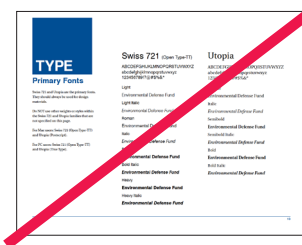
[EDF_FourthWave_Messaging_Overview_final.docx](#)

Visual identity

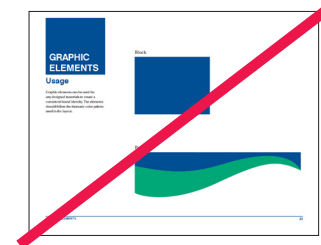
The following guidelines are to be used in conjunction with the main [EDF Brand Style Guide](#).

- Aligns with, and secondary, to EDF's overall style guide, following the same guidelines for logo usage and color palette
- Is a progression from the main EDF brand with continuity, i.e. pushing EDF brand further but still lives within the same spectrum
- Is bold and plays up contrast
- Is streamlined, refined, impactful, forward-looking, optimistic, aspirational, energetic, surprising and edgier
- Uses Swiss 721 as the primary font, in contrasting typefaces and sizes
- Uses horizontal rules (in contrasting weights) to divide, organize and emphasize content
- Uses transparencies
- Uses gradients of color

All Fourth Wave content creation should generally conform to main [EDF Brand Style Guide](#) (i.e. EDF logo usage, etc.) **except** for the following chapters:



Typography (pgs. 13-16)
See page 4 in this doc for Fourth Wave typography guidelines.



Graphic Elements (pgs. 23-25)
Do NOT use Block and Path elements for Fourth Wave creative.

Typography

Use EDF branded [Swiss 721](#) as primary font.

Swiss 721 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 *Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 **Bold Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 *Light*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 *Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 **Heavy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Swiss 721 **Heavy Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Primary palette

See main [EDF Brand Style Guide](#) (pgs. 17-18)
for extended EDF color palette.

Blue Gray

Pantone: 7469
C100 M20 Y0 K40
R0 G95 B134
HEX 005F86

Pro Cyan

Pantone: Process Cyan
C100 M0 Y0 K0
R0 G159 B218
HEX 029EDA

EDF Yellow-green

Pantone: 381
C23 M0 Y89 K0
R201 G221 B3
HEX C8DA2C

Teal

Pantone: 563
C50 M0 Y25 K0
R123 G187 B178
HEX 6FC7B2

Charcoal Gray

Pantone: Cool Gray 11
C0 M0 Y0 K80
R89 G89 B91
HEX 59595C

Visual identity moodboard*

* Arrangement of images, graphic elements, typography, etc. intended to evoke or project Fourth Wave visual style/look and feel.

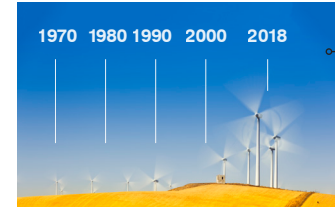
- Bold use of color, type, photography
- Typographic contrasts (big vs. small font sizes, bold vs. regular typefaces)
- Use of heavy stroke line for visual emphasis
- Clean open layout, lots of white space, slightly breaks grid



- Boldly lit photography at low POV angle (looking up); subject feels heroic; composition is singular and graphic, with rich colors

- Bold contrast in typeface, type size; singular graphic photography with gradient open sky
- Bold contrast in typeface and weights of horizontal rules

Expansive



Contrast

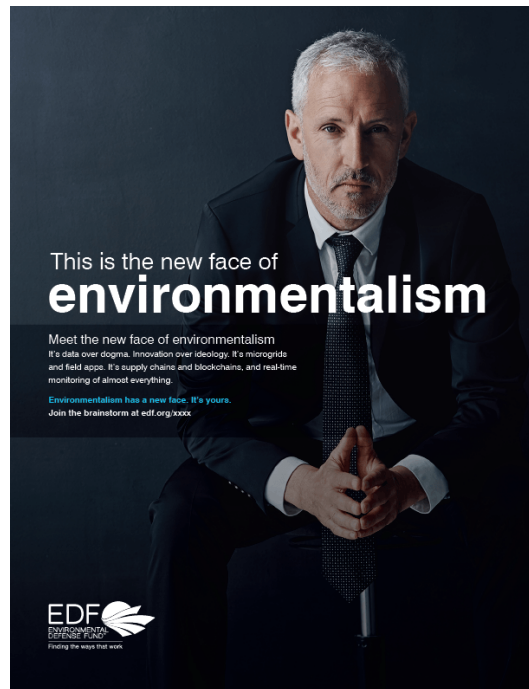


- Overlapping elements
- Transparencies

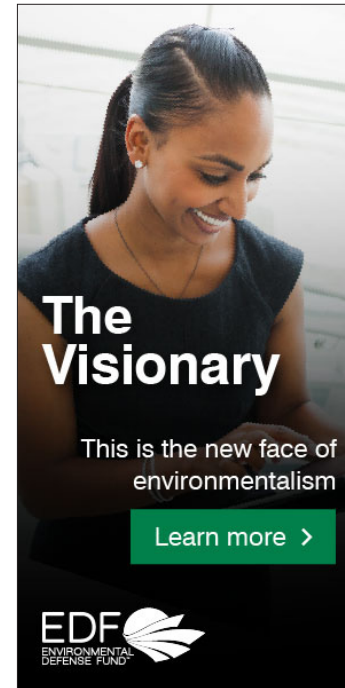
- Singular, graphic photography with bold colors
- Incorporating photos in visual graphics, infographics, etc.
- 4W primary palette (in addition to full EDF color palette)

Sample ad campaign

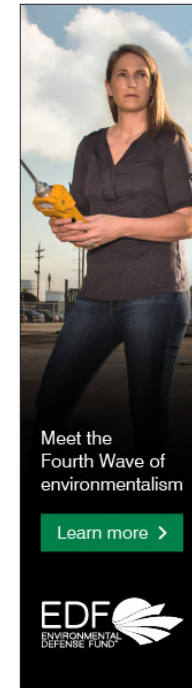
Mockups of ad campaign concept (print and online) that meets Fourth Wave messaging and look/feel. Note bold contrasts in typography, compelling portraiture, clean/clear layout with attention to white/negative space.



Sample full-page print ad



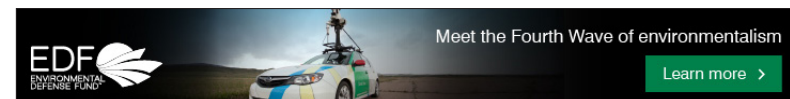
300x600 online banner



160x600 online banner



300x250 online banner



728x90 online banner

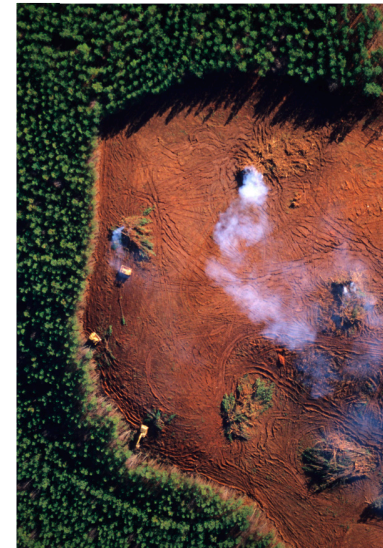
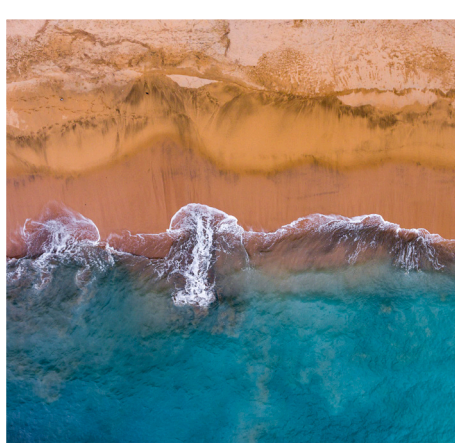
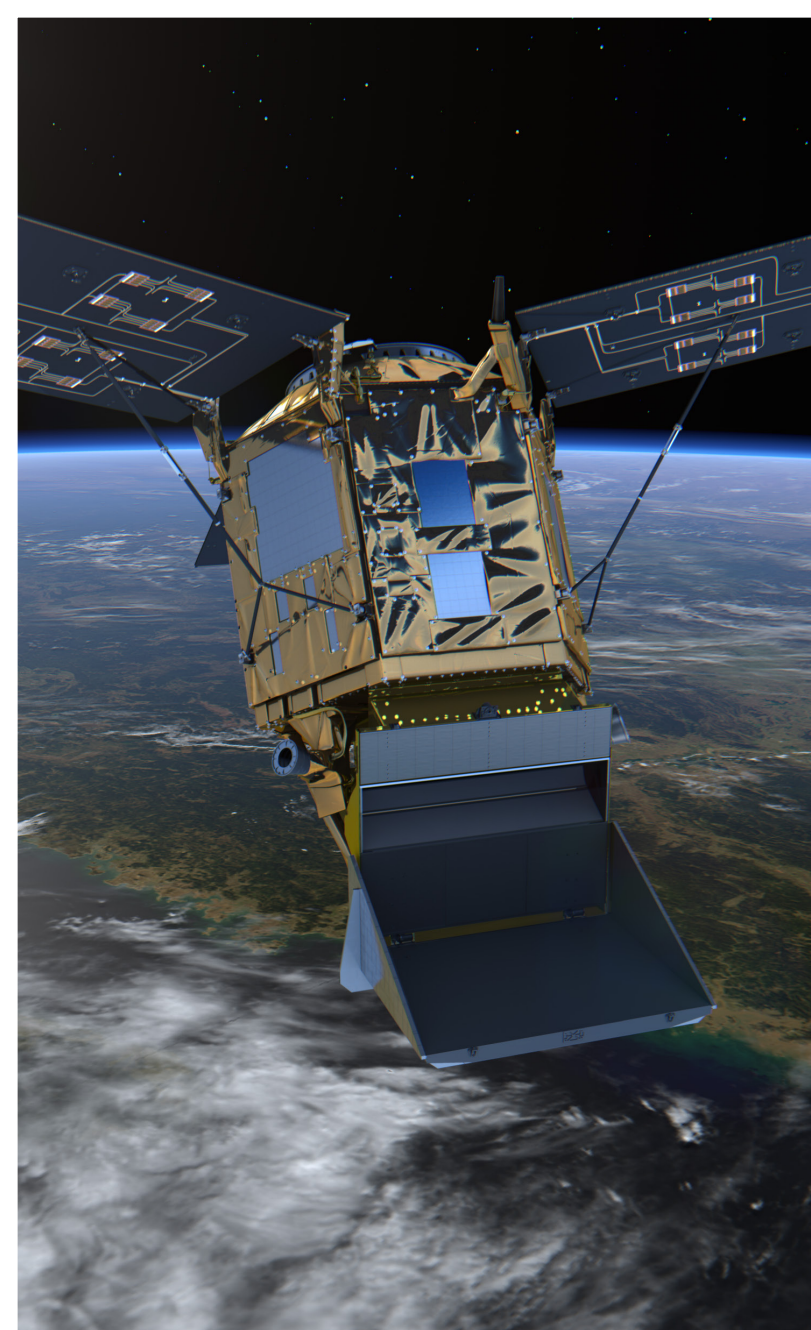
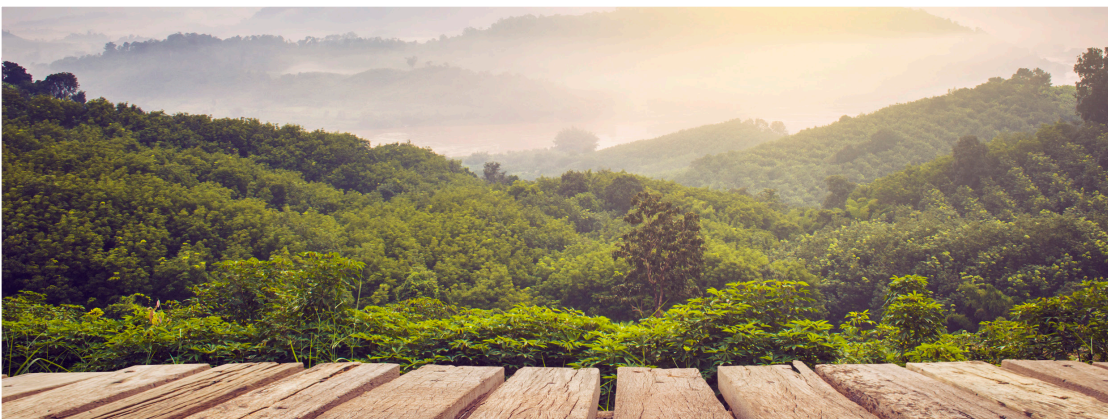


Photo style

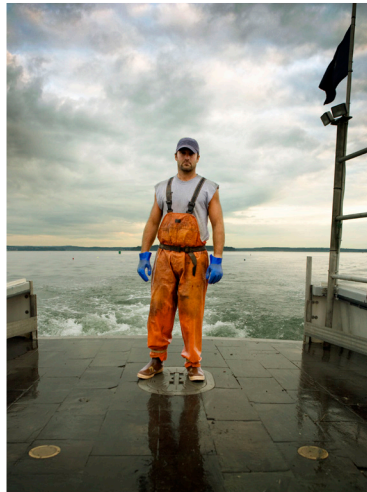
- Moving away from photojournalistic/editorial style; image and story should align
- More graphic and singular focus (i.e. attention paid to lighting, rich colors, visual textures, compositional lines that create movement, patterns, etc.)
- Presents new vantage points and perspectives (aerial, macro, short depth of field, etc.)



More attention to sky (expansive, gradient colors) gives sense of “looking up and ahead” i.e. open sky suggests “possibilities, optimism and forward-thinking.”
Rich natural colors combined with captivating vistas.
Aspirational, limitless, evocative.



Unexpected vantage points (i.e. aerial as if captured from a satellite or from a drone).
Graphic (i.e. compositional lines that create patterns, textures, sense of flow and movement).
Positive, uplifting, impressive.



Attention to diversity in context of industries, intriguing angles, natural lighting (avoid flat). Singular focus in portraiture, i.e. short depth of field so eye goes to subject.
Optimistic, inviting, inspirational, compelling.



Critter imagery also shot in interesting vantage points, leaning on rich bold colors, refreshing compositions, patterns, texture.
Engaging, active, energetic, movement.

“Making the invisible visible”

While we encourage featuring images of our partners/allies along with Fourth Wave technology (i.e. methane satellite, Google sensor cars, etc.), we sometimes opt to use a more infographic approach in visualizing a story—highlighting the key parts or process of the innovation to “make the invisible visible”—for various reasons:

- Partners prefer not to be photographed.
- The technology itself is not photogenic or visually compelling, i.e. an unsexy “gray box.”
- Shooting the innovation as a whole along with the partner is not realistic (i.e. shooting smart boat system positioned all over a 30-foot vessel and the fisherman in the same frame).
- Using this approach to create content would better serve target audience/persona who is interested in learning about how the innovation works.



Sample of “making the invisible visible” graphic approach, here using callouts knocked out to white on full-color photography.

Wordmark

Text-only typographic treatment of the Fourth Wave name for purposes of identification and branding. **Should NOT be used in isolation without main EDF branding** (please follow EDF Brand Style Guide for proper EDF logo usage).

Note: Any and all pieces of communication (ie story, campaign, initiative, event, etc. and related collateral, media, merch, etc.) must qualify as Fourth Wave to feature the wordmark. Please consult [Heather Beckel Luecke](#) for review and approval before using and EDF Creative Team for implementation.

Wordmark option 1

The Fourth Wave
of Environmental Innovation

Wordmark option 2

The Fourth Wave
of Environmental Innovation

“Powered by” logo lockup

To be used only in Fourth Wave instances (i.e. events, media hub, etc.) hosted or sponsored by EDF.

The Fourth Wave of Environmental Innovation

Powered by  EDF
ENVIRONMENTAL
DEFENSE FUND

Medium.com homepage header